

Cathy Conway

Chief Executive Officer, Hospice of Santa Cruz County



Cathy Conway serves as the Chief Executive Officer at Hospice of Santa Cruz County. She is dedicated to ensuring the long-term vitality of the organization during this complex and changing time in healthcare. She brings a wealth of experience to her role in leading her community's largest and only nonprofit hospice. Cathy joined the organization in 2004 as the Director of Development and has been instrumental in the development of its community-funded programs which enrich the hospice program. She is deeply invested in her community and in her organization's vision that all members of the community live and die with dignity. She commits to upholding that vision through advancing innovation, program development, access to care, major gifts cultivation, strategic planning, and leadership development.

In her previous role as Chief Mission Officer at the organization, Cathy was instrumental in the formation of The California Hospice Network, a strategic partnership committed to sustaining local nonprofit, community-based hospice care. The network's member organizations are working, sharing, and planning together to create stronger community hospices that deliver exceptional patient care to those experiencing serious illness and grief.

Cathy began her career as an executive in the for-profit sector of high-tech publishing. During that time, she began volunteering at a residential hospice in San Francisco. Inspired by volunteering at the bedside, she left the corporate sector and entered the nonprofit sector. Cathy holds a Bachelor of Arts degree in communication and a Master of Science in Nonprofit Management from Northeastern University.

Cathy serves on the Board of Directors and executive committee of the Health Improvement Partnership of Santa Cruz County, a nonprofit coalition of public and private health care leaders dedicated to increasing access to health care and building stronger local health care systems. She is active in her community as a member of the United Way of Santa Cruz County's Women in Philanthropy, Dominican Hospital's Women of Wellness, and the Cabrillo College Women's Educational Success programs. She is a past Board member and present faculty member of the Mount Madonna Institute where she continues to study and teach yoga and meditation as tools for wellbeing.